

Best Trade Marketing or Account Specific Campaign



Gold

Campaign: MICHELIN: Mission to Macau

Agency: TBWA \ TEQUILA Malaysia

Client: MICHELIN Malaysia



Action, suspense and a thrilling conclusion were all part of Michelin: Mission to Macau, the 2008 Michelin Dealers' Convention. For three days, Michelin dealers from Malaysia assumed the role of a world renowned super spy, tasked to rescue a beautiful undercover agent, held hostage by a sinister rival.

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2009
Promotion
Marketing
Awards
of Asia



In just three days, Michelin managed to inspire its Dealers to maintain the standards required as Ambassadors of a premium brand.

As a result, the brand saw a significant increase in sales as total annual sales doubled that of the previous year.



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Silver

- Campaign:** Who can make her smile?
The Unsmiling Tsarevna
- Agency:** Ogilvy & Mather Advertising, Taiwan
- Client:** GSK Panadol Menstrual Hot Remedy



Panadol planned to launch a new product line targeting menstrual pain in Taiwan. However, the concept of taking medication for menstrual discomfort was not yet established in the minds of most in Taiwanese women.

The Agency targeted females aged 15 to 24 years old since this age segment, compared to older women, are more easily influenced to make behavioral changes. This group are heavy Internet users and highly attracted to impactful online events.

Because they see menstrual pain as natural for women, they simply tolerate it and wait for it to go away in a few days. They are very sensitive during this time of the month and thus very hard to please, much like the princess who never smiled in

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the Russian fairytale, “The Unsmiling Tsarevna.” They want special attention and pampering more than they do on normal days. They are young, so their lives are filled with the excitement that on any given day, something special might happen to them, ie meeting their first love.

Firsthand experiences are the true beginning of behavioral change. Accordingly, efforts were focused on one key retail outlet, Watsons, the most popular pharmacy in Taiwan which clearly targets women and stocks products for all their needs.

The Agency used handsome male ‘attendants’ with different personality types to attract the attention of females aged between 15 – 24. The ‘attendants’ were named “Mr Sweetheart”, “Mr. Humor”, “Mr Romantic”, “Mr Sunshine”, and “Mr Talented”. Watson’s stores became the locations for ‘auctions’ where young girls ‘bid’ on renting an ‘attendant’ to serve them for a day.



The campaign broke the record for the most trial packs ever launched in Watsons. This achievement is especially meaningful because history dictates that the buyers were new or first-time users.

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Bronze

Campaign: Sensodyne Chill Test

Agency: Grey Worldwide, Malaysia

Client: GlaxoSmithKline Consumer Healthcare



36% of the Malaysians suffer from sensitive teeth, a short sharp pain that occurs when something cold, hot, sour or sweet is eaten. Only 6% of the public use desensitizing toothpaste as a solution for the problem. Also, most sufferers don't think that this is a serious problem because the pain is short-lived.

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The Sensodyne Chill Test Promotion was designed to:

- Generate new users by converting sufferers who have never tried desensitizing toothpaste before.
- Achieve an agreed conversion rate for the activity.
- Keep the cost per reach to budget.

A Sensodyne Chill Test Zone was created in Key Accounts. Shoppers were invited to experience a quick and simple 3-step mentoring journey, viz

- Take the Chill Test: Drink a glass of chilled water. If the shopper experienced a short, sharp pain then they were identified as suffering from sensitive teeth. For first time in Oral care food like Ice Kachang (favorite Malaysian ice dessert) was also used to build a connect between the nature of food and the kind of pain it can cause to help the consumers understand the degree and the seriousness of teeth sensitivity.
- A trained medical student would then educate the sufferer on the pain of sensitivity and the long-term impact of the problem if not treated.
- Promote Sensodyne as the only expert solution that can provide long term relief.

By heightening the Point of Pain in consumers' minds and using that unpleasant sensation of tooth sensitivity just before they made their grocery purchase, rejecters of Sensodyne were converted into accepters leading to 70% of sales coming from the new users.

At the end of the 6 month activity, the Promotion educated large numbers of potential customers and sales targets were met.

